GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA

UNSTARRED QUESTION NO:3203
ANSWERED ON:13.08.2001
AMOUNT SPENT ON PUBLICITY
BALIRAM

Will the Minister of COMMUNICATIONS be pleased to state:

(a) the details of amount spent on account of publicity by Mahanagar Telephone Nigam Limited (MTNL) during each of the last three years;

(b) the ratio of profit and loss incurred as a result thereof;

(c) whether the Government have received any complaint regarding misuse of said amount of publicity of Dolphin service;

(d) if so, the details thereof; and

(e) whether the Government propose to issue some guidelines to check the expenditures of the MTNL;

(f) if so, the details thereof; and

(g) if not, he reasons therefor?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR)

(a) The year-wise details of funds spent on account of publicity.

Year	Delhi	Mumbai	Corporate Office
1998-1999	3.50 Crores	15.38 Crores	3.94 Crores
1999-2000	4.21 Crores	17.53 Crores	5.76 Crores
2000-2001	5.59 Crores	8.06 Crores	8.75 Crores

(b) The ratio of profit and loss incurred by the publicity is a subjective matter and cannot be calculated in terms of profit and loss account. However, the amount spent on different `Ad` campaign has resulted into the image building of MTNL and has been able to provide vital information to our esteemed customers and public in general.

(c) No, Sir.

(d) Does not arise.

(e) to (g): MTNL being a Navratna Public Sector Undertaking (PSU), the MTNL Board is competent to take decision on publicit expenditure.